## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/30 thru 04/05. (prices in dollars per carton)

Fri. Mar 30, 2012

SHELL EGG NATIONAL SUMMARY														
		THIS	WEEK			PREVIO	US WEEK	(		US YEAR				
Feature Rate	33.	4% of 22	,500 stor	es	46	.3% of 2	2,500 sto	res	41	.1% of 19	9,500 sto	res		
	X LA	ARGE	LAR	GE	X LA	ARGE	LAF	RGE	X LA	ARGE	LAF	RGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
USDA GRADE AA														
White 12 pack			1,280	1.08	120	1.52	390	1.03	10	1.50	870	1.15		
White 18 pack	50	2.55	430	2.09			260	2.45			570	1.86		
Brown 12 pack														
USDA GRADE A														
White 12 pack			2,110	1.14	30	1.20	2,210	1.33	100	1.19	1,530	1.07		
White 18 pack			960	1.75			790	2.16			640	1.72		
Brown 12 pack											230	2.60		
USDA ORGANIC														
White 12 pack					270	3.99	50	3.99						
Brown 12 pack	60	3.82	430	4.17	20	4.22	1,960	3.72	10	4.00	610	4.25		
OMEGA-3														
White 12 pack	250	2.48	2,030	2.31	280	2.41	1,170	2.42	440	2.51	3,160	2.04		
Brown 12 pack							330	2.49	130	2.50	230	2.26		
CAGE-FREE														
White 12 pack	10	1.68	150	3.00			1,970	2.44			10	2.99		
Brown 12 pack	10	3.00	510	3.14			2,370	2.51			160	3.21		
VEGETARIAN FED														
White 12 pack			170	1.53			380	2.44			10	2.99		
Brown 12 pack			600	2.90			430	2.39			100	2.71		
	USDA GRADE AA White 12 pack White 18 pack Brown 12 pack USDA GRADE A White 12 pack White 18 pack Brown 12 pack USDA ORGANIC White 12 pack Brown 12 pack Brown 12 pack OMEGA-3 White 12 pack Brown 12 pack CAGE-FREE White 12 pack Brown 12 pack VEGETARIAN FED White 12 pack	USDA GRADE AA White 12 pack White 18 pack Brown 12 pack White 18 pack White 18 pack White 12 pack White 18 pack Brown 12 pack White 18 pack Brown 12 pack USDA ORGANIC White 12 pack Brown 12 pack Brown 12 pack Brown 12 pack CAGE-FREE White 12 pack Brown 12 pack White 12 pack Brown 12 pack DMEGA-3 White 12 pack Brown 12 pack CAGE-FREE White 12 pack Brown 12 pack TOMEGA-1	Stores   Stores   Avg	THIS WEEK   33.4% of 22,500 store   X LARGE   LAR   Stores   Avg   Stores	THIS WEEK   33.4% of 22,500 stores   X LARGE   LARGE   Stores   Avg   Stores   Avg   Mite 12 pack   White 18 pack   Brown 12 pack   Brown 12 pack   Brown 12 pack   White 18 pack   Brown 12 pack   Brown 12 pack   USDA GRADE A   White 18 pack   Brown 12 pack   White 18 pack   Brown 12 pack   USDA ORGANIC   White 12 pack   Brown 12 pack   Brown 12 pack   Brown 12 pack   CAGE-FREE   White 12 pack   Brown 12 pack   DIAGNO   Brown 12 pack   DIAGNO   DIA	THIS WEEK   33.4% of 22,500 stores   46   X LARGE   X	THIS WEEK	THIS WEEK	THIS WEEK   PREVIOUS WEEK	THIS WEEK   PREVIOUS WEEK   Start   Stores   Avg   Stores   Avg	THIS WEEK   PREVIOUS WEEK   PROVIDE WEEK   PREVIOUS WEEK   PROVIDE WEEK   PREVIOUS WEEK   PROVIDE WEEK   PREVIOUS WEEK   PROVIDE WEEK   PROVIDE WEEK   PREVIOUS WEEK   PROVIDE WEEK   PROVIDE WEEK   PROVIDE WEEK   PROVIDE WEEK   PREVIOUS WEEK   PROVIDE WEEK   PROVIDE WEEK   PROVIDE WEEK   PREVIOUS WEEK   PROVIDE WEEK   PROVIDE WEEK   PROVIDE WEEK   PROVIDE WEEK   PREVIOUS WEEK   PROVIDE WEEK   PROV	THIS WEEK   PREVIOUS WEEK   PREVIOUS YEAR		

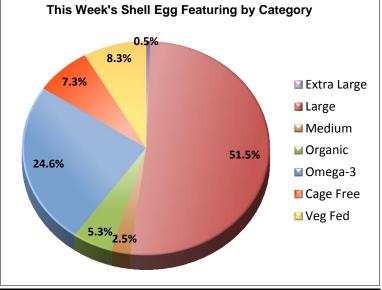
	Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen												
1.35	1.33			1.34									
1.25				\									
1.20			1.23										
1.15 Feb 24-Mar-01	Mar 02-08	1.17 Mar 09-15	Mar 16-22	Mar 23-29	1.15 Mar 30-Apr-05								

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	4,830	3,800	3,950	Large Eggs on		
Specialty	4,220	9,230	4,860	Mar-26-2012		
Total (includes MD)	9,280	13,270	9,980	557.8		
Special Rate 4/:	6.0%	8.3%	0.8%	down 3.0%		

5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Dyed, fried, boiled, or baked, whichever the purpose, promotional activity for regular shell eggs increases as we move into the Easter and Passover holiday demand period. The overall weighted average price for Grade A Large eggs is sharply lower than last week even with the cost to consumers covering a wide spectrum when viewed on individual store basis. No price incentives an still be found as retailers entice consumers to make additional purchases in order to receive free eggs. Feature activity for specialty shell eggs is not as active as last week but has begun to rise late in the ad cycle. Omega-3 white eggs continue to be highly visible in ads. Liquid egg promotional activity is on the rise with smaller cartons most commonly featured. Consumers can find a wide variety of shell egg types, sizes, and colors this week - something for every taste. Ads will continue to break into the early part of the following ad cycle, shoppers will have ample opportunity to satisfy their egg needs at attractive pricing.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

			(CT.I			AST U.S. NH,NJ,NY,PA	.RI.VT)			(A	<b>SOUTHE</b> L,FL,GA,MS,N			/)		(IA.IL.IN.	<b>EST U.S.</b> N,ND,NE,OH,SD								
	Feature Rate Activity Index		2	0.2% of 4,4	100 s	ampled outle 0 (includes N	ets			3	7.5% of 6,000 s ty Index = 2,28	sampled	outlets	; ;		34.8% ctivity Inc	of 4,000 dex = 1,6	0 sampled outlet 670 (includes Me	s	n) E					
	CLASS		EXTRA LARGE		LARGE		EXT	EXTRA LARGE			LARGE			EXTRA LARGE			LARGE								
_			Price Range	Stores Avo	3/	Price Rang		s Avg 3/	Price Ran	ige	Stores Avg 3/	Price	Range	Stores Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/					
US	DA White 1					1.50 - 1.69	9 2	0 1.61										0.88 - 1.25	50	1.02					
GR	White 1																								
Α	Brown 1	•	,	White 12 pa	nok					,	White 12 pack					\//hito	12 pack								
_	White 1	2 nack		vviille 12 pa	ack	0.98 - 1.69	9 11	0 1.10			Wille 12 pack	0.98	- 2.29	680 1.40		vviille	12 pack	0.68 - 1.25	1,060	1.04					
US						1.47 - 1.8		0 1.50					- 1.88	230 1.79				1.59 - 1.99	300	1.90					
	ADE Brown 1					1.17	0 20	0 1.00					1.00	200 1.70				1.00	000	1.00					
,	<b>\</b>	DIUM		White 12 pa		0.99 - 1.5	0 7	0 1.04			White 12 pack White 30 pack	0.50	- 1.00	60 0.70			12 pack 30 pack	0.60 - 0.69	10	0.65					
	USDA ORGANI	IC		7771110 00 pc	2010						ville de pacit					VVIIICO	oo paon								
	White 1																								
S	Brown 1	2 pack	3.99	50 3	.99	3.89 - 5.98	8 20	0 5.02							2.99	10	2.99	3.49	170	3.49					
P	OMEGA-3	·																		-					
C	White 1	2 pack	2.50 - 2.99	150 2	.61	2.00 - 2.99	9 82	0 2.54	2	.29	80 2.29	0.99	- 2.29	1,060 2.27	2.29	10	2.29	2.00 - 2.50	20	2.19					
i	Brown 1	2 pack																							
A	CAGE-FREE																								
L	White 1					3.0		0 3.00							1.68	10									
T	Brown 1	-				2.99 - 3.5	9 49	0 3.17							3.00	10	3.00								
Υ \	EGETARIAN F					2.4	0 3	0 2.49				0.00	- 2.50	50 1.94											
	White 1 Brown 1					2.99 - 3.59		0 2.49 0 3.24				0.99	2.50	120 2.50				2.50 - 2.69	20	2.56					
	BIOWILI	z pack		SOUTH	CF	NTRAL U.S		0 3.24			SOUTHV	/FST II		120 2.50			JORTH	WEST U.S.	20	2.50					
			(AR		-	MO,NM,OK,T						H, NV)	<b>o</b> .				_	T,OR,WA,WY)							
	Feature Rate	1/	,	•		ampled outle				3(	6.3% of 2,900 s		outlets					0 sampled outlet	· e						
	Activity Index	. 2/		•		) (includes N					ity Index = 930	-			l ,	Activity Index = 320 (includes Medium)									
	White 1			•		0.98 - 1.2		0 1.03	+				- 1.79	460 1.11				0.99 - 1.50	220	1.11					
US	White 1	8 pack				2.0	0 4	0 2.00	2.50 - 2	.69	50 2.55	2.00	- 2.18	330 2.07				1.82 - 2.50	60	2.26					
GR/	Brown 1	2 pack																							
	ME	DIUM	1	White 12 pa	ack					١	White 12 pack		0.89	10 0.89		White	12 pack	0.99 - 1.79	20	1.59					
	White 1					0.88 - 1.0		0.90					1.50	10 1.50											
US						1.77 - 1.9	7 15	0 1.88																	
	ADE Brown 1	2 pack		M/l-11- 40	1 .						Mile it = 40 = = = le					1A//- ! ( -	10 1-								
	ME	DIUM		White 12 pa White 30 pa							White 12 pack White 30 pack	2.50	4.99	60 3.75			12 pack 30 pack								
	USDA ORGAN	IC																							
s	White 1																								
В	Brown 1	2 pack				3.4	9 4	0 3.49					2.99	10 2.99				2.50	10	2.50					
E	OMEGA-3	0 = 5 = 1	0.00	40 0	200	0.00 0.0	0 40	0 404																	
С	White 1		2.29	10 2	.29	0.99 - 2.29	9 13	0 1.31																	
I	Brown 1 CAGE-FREE	∠ µack							1											<del></del>					
Α	White 1	2 nack																							
L	Brown 1					2.0	0 1	0 2.00										2.79	10	2.79					
\\	EGETARIAN F						<u> </u>		1																
	White 1					0.9	9 9	0 0.99																	
	Brown 1					2.2		0 2.29																	
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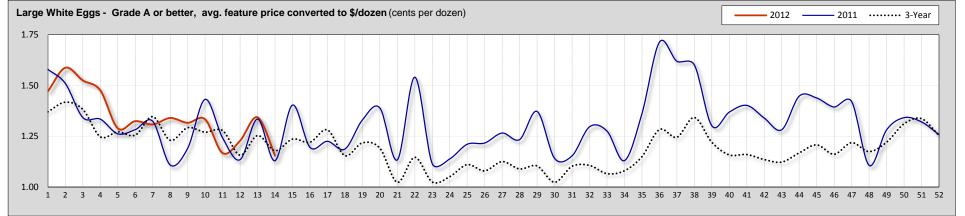
## USDA

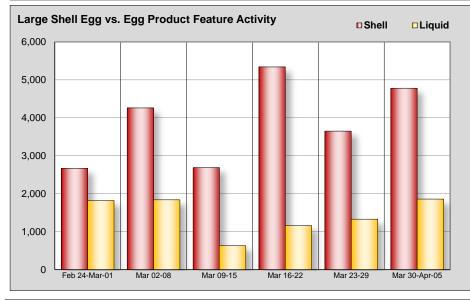
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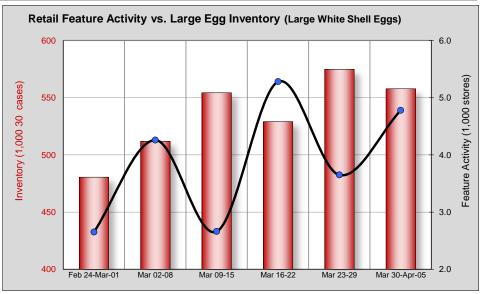
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/30 thru 04/05.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTH	HEAST	SOUTH	IEAST	MIDW	EST	SOUTH C	ENTRAL	SOUTH	WEST	NORTHWEST		
1/ Feature Rate	6.1%	2.7%	10.1%	5.5% of 4,4	5.5% of 4,400 sampled		8.5% of 6,000 sampled		7.2% of 4,000 sampled		7.8% of 4,000 sampled		0.0% of 2,900 sampled		0.7% of 1,200 sampled	
2/ Activity Index	1,860	1,860 1,330 2,470		Activity In	dex = 660	Activity In	dex = 510	Activity Index = 420		Activity Index = 260		Activity Index = 0		Activity Index = 10		
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn	1,010 2.68	870 2.52	1,800 2.00	2.00 - 3.99	320 3.21	2.00 - 2.50	450 2.48	1.99 - 2.50	150 2.24	2.50 - 2.69	80 2.57			2.49	10 2.49	
32 oz. crtn	350 5.08	360 3.97	520 4.56	4.99 - 5.99	190 5.74	3.99	20 3.99			3.99 - 4.99	140 4.34					
3 - 4 oz. cup	500 2.21	100 2.29	150 2.98	1.99	150 1.99	1.99	40 1.99	2.29 - 2.38	270 2.35	2.38	40 2.38					
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.